

Message Text

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ACTION NEA-11

INFO OCT-01 EUR-12 ISO-00 EB-08 ICA-20 OES-07 SOE-02

DOE-15 /076 W

-----067433 110732Z /20

R 100932Z MAY 78

FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 8263

AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

USINT BAGHDAD

AMCONSUL DHAHRAN

AMEMBASSY DOHA

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMCONSUL KARACHI

AMEMBASSY KABUL

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

UNCLAS SECTION 1 OF 3 TEHRAN 04477

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJ: SOLAR ENERGY EXHIBITION AND SEMINAR;

APRIL 30 TO MAY 2, 1978

1. BY ALL COUNTS THE SUBJECT EVENT WAS A SPECTACULAR SUCCESS, SURPASSING ALL EXPECTATIONS IN TERMS OF BOTH SALES AND ATTENDANCE. SHOW CLOSED WITH GLOWING PRAISE FROM ALL EXHIBITORS WHO REPORTED 100 PERCENT ACHIEVEMENT OF OBJECTIVES. WITH A TOTAL OF ONLY FOURTEEN PARTICIPANTS, OFF-THE-FLOOR SALES TOTALLED DLS266,400 WITH PROJECTED SALES OF DLS61.12 MILLION DURING THE NEXT TWELVE MONTHS AND, AT THE EXHIBITORS' REQUEST, A TWENTY-FOUR MONTH UNCLASSIFIED

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FIGURE TOTALLING DLS173.5 MILLION.

2. THE GENERAL ATTITUDE OF ALL EXHIBITORS WAS MODESTLY STATED BY THE ENERGY ALTERNATIVES' REPRESENTATIVE WHO SAID QUOTE SHOW WAS MUCH MORE THAN WE HAD BEEN TOLD TO ANTICIPATE; QUALIFIED ATTENDEES WERE GREATER THAN WE EXPECTED UNQUOTE. AN

INTERESTING SIDELIGHT: UNANIMOUS AGREEMENT ON THE PART OF ALL SEVEN EXHIBITORS WHO PARTICIPATED IN THE BAHRAIN SOLTECH 78 THAT THE TEHRAN EVENT WAS VASTLY SUPERIOR IN TERMS OF SALES, ORGANIZATION AND HIGH LEVEL CONTACTS.

3. THIS REACTION RAISES AN INTERESTING QUESTION WITH RESPECT TO THE POPULAR ARGUMENT NOW BEING PUT FORWARD IN WASHINGTON TO THE EFFECT THAT PRIVATELY ORGANIZED, ALTERNATIVE TRADE SHOW OPPORTUNITIES PRESENT MORE ATTRACTIVE OPTIONS TO AMERICAN BUSINESSMEN THAN TRADE CENTER PROMOTIONS. THE RECENTLY CONCLUDED EXPERIENCE IN TEHRAN INDICATES THAT IN THIS PART OF THE WORLD AT LEAST THE ARGUMENT IS SPECIOUS.

4. THE SOLAR SEMINAR WAS A GREAT ATTRACTION AND AN EXCELLENT PROMOTION TOOL FOR DRAWING BUYERS. TOTAL SEMINAR ATTENDANCE WAS 444, AND WE WERE FORCED TO TURN AWAY SEVERAL HUNDRED POTENTIAL ATTENDEES WHO REGISTERED TOO LATE. LED OFF BY DR. SIAVASH VOJDANI, DIRECTOR, MATERIALS AND ENERGY RESEARCH CENTER OF IRAN, THE TRADE CENTER WAS PACKED WITH HIGH RANKING GOVERNMENT AND PRIVATE SECTOR VISITORS.

5. THE EXHIBITION WAS MORE EXTENSIVELY COVERED BY THE MEDIA THAN ANY OTHER EVENT DURING THE PAST SEVERAL UNCLASSIFIED

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YEARS. THE NEWS EDITOR FOR N.I.R.T. TELEVISION REPORTED THAT THIS WAS CURRENTLY ONE OF THE BIGGEST STORIES IN TEHRAN FOR BOTH PRINT AND BROADCAST MEDIA. DR. MOATAR, A WELL KNOWN IRANIAN TELEVISION PRODUCER WITH A PHD FROM THE UNIVERSITY OF WISCONSIN, WAS ON HAND TWELVE HOURS A DAY WORKING ON AN HOUR LONG SOLAR ENERGY DOCUMENTARY WHICH HE CLAIMS HAS THE FULL ENDORSEMENT OF EMPRESS FARAH. HE SHOT THOUSANDS OF FEET OF FILM ON THE EXHIBITION AND SEMINAR INCLUDING INDEPTH INTERVIEWS WITH DR. HERWIG, DR. WEINGART AND MOST OF OUR EXHIBITORS.

6. DURING THE SHOW ITSELF, ON THE MAY 1 EVENING NEWS IN FARSI, THE EVENT WAS COVERED IN A FIVE MINUTE CLIP.

7. THIS WAS ONE OF THOSE SATISFYING SITUATIONS WHEN ALL OF THE PIECES FELL TOGETHER THE WAY THEY ARE SUPPOSED TO AND WE RECEIVED HIGHLY EFFECTIVE AND INTENSIVE SUPPORT FROM USICA AND THE COMMERCIAL SECTION.

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-----067895 110732Z /16

R 100932Z MAY 78
FM AMEMBASSY TEHRAN
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INFO SECSTATE WASHDC 8264
AMEMBASSY ABU DHABI
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8. IT IS NOT EASY IN TEHRAN TO ATTRACT HIGH LEVEL
GOVERNMENT OFFICIALS TO OUR PRESENT FACILITY, WITH
ITS TRAFFIC AND PARKING PROBLEMS. NEVERTHELESS, WE
WERE MOST GRATIFIED THAT HIS EXCELLENCY JAF SHARIF-
EMAMI, PRESIDENT OF THE SENATE AND A FORMER PRIME
MINISTER, AND A HOST OF LESSER OFFICIALS NOT ONLY
CAME BUT EVIDENCED GREAT INTEREST IN THIS PROMOTION.

9. POST BELIEVES THAT THIS WAS AN OUTSTANDING
EXAMPLE OF HOW A CAGNE OPPORTUNITY PROGRAM EVENT CAN
SUCCESSFULLY INTERFACE WITH CURRENT MARKET NEEDS HERE
WITH A VERY SHORT LEAD TIME REQUIREMENT. WE WERE
GREATLY ASSISTED BY THE FACT THAT THE SOLAR EXHIBITION
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COINCIDED WITH MANY STRONG IRANIAN GOVERNMENT EXPRESSIONS OF INTEREST IN THIS FIELD. STATEMENTS BY HIS IMPOERIAL MAJESTY THE SHAHANSHAH URGING FURTHER INTEREST AND DEVELOPMENT IN THIS FIELD DID NOT GO UNNOTICED BY OUR IRANIAN AUDIENCE.

10. THE FOLLOWING STATISTICAL BREAKDOWN CONFORMS TO THE STANDARD FORMAT:

A. NUMBER OF PARTICIPANTS 14
B. NUMBER OF EXHIBITORS 15
C. NUMBER OTM EXHIBITORS 1
D. NUMBER NTM EXHIBITORS 14
E. TOTAL SALES OFF-THE-FLOOR 266,400 DLRS
F. 12 MONTH PROJECTION 61,165 MILLION DLRS
G. 24 MONTH PROJECTION 173.5 MILLION DLS
H. NUMBER OF LEADS OBTAINED 306
I. REPS APPOINTED DURING SHOW 0
J. REPS UNDER NEGOTIATION 2
K. OBJECTIVES ACHIEVED:
FULLY 15
NO 0
PARTIALLY 0

L. NUMBER OF REGISTERED VISITORS 866

11. WE WERE TOLD BY DON RYAN DROM THE DEPARTMENT OF COMMERCE, OUR EXHIBITORS, AND JOHN ENGLE, THE DEPARTMENT OF ENERGY REPRESENTATIVE, THAT THIS WAS THE FIRST SOLAR EXHIBITION TO BE SPONSORED BY THE U.S. GOVERNMENT OUTSIDE OF THE UNITED STATES. SINCE THERE SEEMS TO BE SOME CONFUSION ON THIS POINT IN THE DEPARTMENT OF COMMERCE, AND WE ANTICIPATE FURTHER PUBLICITY ON THIS SHOW HERE, IT WOULD BE HELPFUL IF THE POST WERE UNCLASSIFIED

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TO RECEIVE A DEFINITIVE STATEMENT ON WHETHER OR NOT TEHRAN WAS INDEED THE FIRST.

12. ALL EXHIBITOR COMMENTS WERE HIGHLY LAUDATORY. TO AVOID ANY SUGGESTION THAT THESE ARE CHOSEN ON A SELECTIVE BASIS, WE REPORT ALL COMMENTS WITH NO EDITING, A PRACTICE THAT YOU MAY WISH TO RECOMMEND FOR ALL COMMERCE EVENTS.

ACUEX CORPORATION:

MARKET PREPARATION, COORDINATION, LOGISTICS HANDLING VERY WELL DONE BY TRADE CENTER STAFF AND DOC IN WASHINGTON.

ALPHA SOLARCO:

WE ARE EXTEMEMLY PLEASED WITH ORGANIZATION, EXECUTION, SUPPORT AND ADVANCED WORK DONE BY USDOC AND USTC.

ARCO SOLAR INC.

EXTREMELY GRATIFIED WITH SHOW. WE HAD MORE CONTACTS
THAN OUR WILDEST DREAMS. WE COULD NOT HAVE HANDLED
MORE. MORE SPECIFIC INTEREST THAN IN BAHRAIN. MOST
WORTHWHILE SHOW.

BOOZ-ALLEN AND HAMILTON INC:

IMPRESSED BY NUMBER OF HEAVY HITTERS WHO CAME THROUGH.
IT HAS BEEN UNIQUE IN MY EXPERIENCE TO HAVE SALES
RESULT FROM A TRADE SHOW. SUPPORT HAS BEEN OUTSTAND-
ING FROM TADE CENTER AND USDOC. YOU DELIVERED ON
YOUR PROMISES.

CIMMARRON SOLAR INDUSTRIES:

SHOW PREPARED AND RUN WELL. GOOD ATTENDANCE (QUALITY).
ENERGY ALTERNATIVES:

SHOW WAS MORE THAN WE HAD BEEN TOLD TO ANTICIPATE.
QUALIFIED ATTENDEES WERE MUCH GREATER THAN WE EXPECTED.
WELL PROMOTED AND EXCEPTIONALLY WELL ORGANIZED USTC
STAFF.

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AMEMBASSY MUSCAT

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FOSTER WHEELER SOLAR DEVELOPMENT CORP:

TRADE CENTER MANAGEMENT WAS VERY GOOD. ATTENDANCE (QUANTITY AND QUALITY) WAS VERY GOOD FIRST DAY, THEN TAPERED OFF. MARKET APPEARS CONFUSED. NOT SURE WHO HAS RESPONSIBILITY.

GAS DEVELOPMENTS:

EXCELLENT, TOP NOTCH SHOW. VERY WELL RUN.

FACILITIES WERE FINE. PEOPLE WHO CAME THROUGH WERE GOOD.

MCDONNELL DOUGLAS:

CONCEPT OF SHOW WAS SOUND. WELL MANAGED. TIMING WAS RIGHT

NORTHROP INC:

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THIS WAS AN EXHAUSTING SHOW. MANY MORE INFORMED PEOPLE THAN WE EXPECTED. VERY ARTICULATE ATTENDEES. IMPRESSED WITH SHOW MANAGEMENT. VERY HAPPY WITH PROMOTION.

PERMALLOY CORP:

SHOW HAS BEEN JUST PLAIN EXCELLENT. I HAVE NEVER IN MY LIFE BEEN SO WELL TREATED IN A TRADE SHOW, EVERYONE BENT OVER BACKWARDS TO BE HELPFUL.

PLANNING RESEARCH CORP:

SHOW WAS WORTHWHILE, GAVE US GOOD EXPOSURE, WAS AN EXCELLENT VEHICLE TO MAKE CONTACTS IN AND OUT OF GOVERNMENT. USTIC DID FINE JOB, GOVERNMENT RIGHT PEOPLE HERE. SHOW WAS WELL ORGANIZED.

SOLAREX:

AM FRANKLY AMAZED AT NUMBER OF PEOPLE WHO WERE WELL QUALIFIED. AN EXCELLENT SHOW.

TEAM INC.

FOR OUR PURPOSES, SHOW ATTRACTED BOTH THOSE INTERESTED IN ENGINEERING DEVELOPMENT AND IN PRACTICAL DEMONSTRATIONS. GOOD ADVANCE PUBLICITY- WE COULD NOT HAVE DONE ANY BETTER.

VACHONE, NIX, AND ASSOCIATES C

SHOW WELL ORGANIZED. QUALITY OF ATTENDANCE WAS OUTSTANDING. BROOKS AND BOB DID FANTASTIC JOB. WE MET VERY HIGH OFFICIALS IN N.E.O.C., ENERGY PLANNING AND MILITARY.

13. MANY OF THE PARTICIPANTS BROUGHT IN HAND-CARRIED DISPLAYS WHICH POSED VERY SERIOUS POTENTIAL PROBLEMS WITH CUSTOMS. DON RYAN VOLUNTEERED TO MEET ONE GROUP IN SHIRAZ AND RECEIVED OUTSTANDING SUPPORT IN EVERY RESPECT FROM VICTOR TOMSETH AND THE WHOLE CONSULATE STAFF ON A FRIDAY WHICH IS OF COURSE THEIR
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NORMAL WEEKEND. RYAN AND ROBERT MARSHALL FROM THE
COMMERCIAL SECTION PERFORMED SIMILAR SERVICES FOR
THOSE ARRIVING IN TEHRAN.
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